



August 2021 Edition #25

WHEN REAL LIFE HAPPENS – AGING PARENTS AND LOSING A LOVED ONE

Very recently, an Advisor I've worked with for many years lost her father. She shared with me what she called the beautiful moments surrounding his last days and final transition. She was grateful he had lived over 90 years and made many wonderful memories along the way.

Then she told me she was the Executor and that it was a BIG job! Thankfully her father had most of his affairs in order which was making things easier but it was still 'quite a process' in her words - to get through. She thought immediately about some of her clients who would likely be going through this same thing as many of them also had aging parents. This inspired her to put a renewed focus on the resources, guidance and advice she was sharing with her clients about how they could help prepare for their role as Executors. In doing so, she was also creating an awareness of what they themselves need to do to get their own affairs in order. It was a win-win situation.



You see when someone talks to me about Estate Planning, it involves thinking about my own passing which like many, isn't something I really WANT to think about. However, when someone sits me down to help me prepare for being an **Executor**, I'm learning everything I need to but in the context of *someone else's* passing. Of course, none of us want to lose anyone special, but we all accept it is an inevitability.

This Advisor is sitting down with all of her top clients at Review Meetings for the remainder of 2021 and into 2022 to make sure they understand the importance of the Legacy part of their PFO Binder. She is adding a piece related to **What You Need to Know as an Executor** so they can start to prepare for this role and know what is involved. She mentioned in the meetings she's done so far with her clients, some share with her that their Dad 'has a big binder' and sometimes it is a conversation about a parent who really needs a 'Binder' which of course, is a wonderful and natural tie-in to the introduction process – *If they are important to you, they are important to me and I will make the time to speak with them.*

This is just one example of how when real life happens to you as a financial professional, you can turn it into an opportunity to authentically connect with your clients to help them learn through your experience. People respond well to real-life experiences and stories so be open and vulnerable with your clients and see what happens – I know you will be helping many of your clients in a profound and significant way just by starting the conversation.

Executor Resources

- Here is a simple article you can share with clients <https://www.sunlife.ca/en/tools-and-resources/money-and-finances/managing-your-money/seven-tips-for-executors/> on 7 Tips for Executors.
- In addition, I've attached "**Your Personal Information & Executor Guide**" by Sunlife as an example of a tool that may be useful for your clients. I know – it is HUGE! Again, you can present this to them in the context of helping prepare for the Executorship of an aging parent – but don't be surprised if they want another one for themselves :) This is also where you, as their trusted Financial Coach, break it into manageable-sized chunks and guide them through completing it over the next little while. Help them identify which sections may be the most important and always praise them for making progress – this is most certainly not a task they will want to do, but being proactive now can save their entire family a lot of heart-ache, stress, frustration, and potential conflict later on.
- These are just a couple of resources to get the dialogue started, and of course there is a section in the PFO Binder pertaining to Wills that you can and should be discussing with your clients as well.

CUSO TRAINING & COACHING UPDATES 2021

PSA Progress Updates as of June 2021

Kootenay Savings Credit Union (KSCU) PSA Training is completing their PSA Training mid-August and is set to start PSA Certification in Fall 2021.

Revelstoke Credit Union (RCU) PSA Training will reboot the PSA with **Pillar 3: Client Onboarding** in September – just around the corner.

I've recently had the opportunity to have many PSA Certification Call #1 with the **MFIS Group** so they are on the way to PSA Certification!



CONGRATULATIONS to **Ryan Van Niejenhuis** from **Christian Credit Union (CCU)** who became the first **Insurance Specialist** to become PSA Certified in July 2021! Way to go Ryan!



QUESTIONS FROM THE FIELD

“What if my clients prefer to meet virtually even when things open totally up again after Covid?”

Ah, this is another beautiful COVID gift and you should embrace it! Yes, this past year and a half has forced everyone to embrace a technology that has been around for over two decades. In 1996, I wrote my MBA Thesis on the effects of Video Conferencing in the workplace as it relates to meetings, travel, training & culture – and then 2020 hit and we were FORCED to embrace this technology! Granted, when I was doing my work we still had ‘dial up modems’ and if you thought glitches and speed were an issue now, you should have seen back then!

This is **especially wonderful for your smaller clients** because we can generally conduct a virtual meeting in a fraction of the time we do an in-person meeting which feels like an ‘event’ of sorts. Use the “C Client Script” available in the PSA to position this as a convenience to them and I think you will be surprised how many people prefer it!

When it comes to your **high value clients, we prefer they come in face-to-face** because they are very important to us and we want to maintain the connection as best as possible. The reality is - this isn’t always possible – so virtual meetings really are the next best thing. There are many reasons why we see virtual meetings as an important ongoing offering for Advisors - some of your clients live too far away, some are older and have mobility issues, others are very busy and prefer this streamlined approach, while some simply don’t like the hassle of the drive to your office and/or finding parking. Not to mention, this is the perfect backup for when winter weather rears it’s ugly head making road conditions a little daunting – no more cancelled and rescheduled meetings because you have a Plan B! Regardless of the reason, you can always present this as an alternative method of meeting in person – and it is much more powerful than a old school phone meeting where they generally have no ‘connection’ to you visually.

Since I fully expect things will really amp up this Fall (if they haven’t started to already), I’ve attached the Review Meeting Checklists for both Virtual and In-Person Meetings so you can have a quick refresher! Remember, Review Meetings are your time to shine with clients :)



THANKSGIVING MAILOUTS

This is a great time to run a list of the top clients who will be receiving the Thanksgiving Cards in 2021 – and using the field “Thanksgiving Card Sent” select ‘Yes’. This will allow you to generate a list of everyone receiving them and know exactly how many you need. **Note:** Orders for your Thanksgiving Cards were due on July 31 to Nikki.

You can also add the year ‘2021’ to the “Year” field to ensure you capture the history of how long your client has experienced this wonderful tradition!

Thanksgiving Card Sent:	Yes
Year:	2020, 2019, 2018

MAKE LABELS!

Now, since I know some of you have BIG numbers for Thanksgiving Cards going out because of the number of A & B clients you have, I want to offer some assistance with streamlining this process especially for your ‘B’ clients.

With this ‘Yes’ selected you can run a Thanksgiving Report integrating their Classification as a B client. Once you have this list, you can do a mail-merge to generate address labels – YES!

I still recommend wherever possible your AAA and AA clients have hand-written addresses, but everyone else can receive a label. I would rather you put your time and effort into writing the heart-felt messages in the cards of your very best clients – because I know they will appreciate it :) Again, when it comes to the B clients you can handwrite something short & sweet to make it easier!

KEEP TRACK

Be sure to have someone on the team updated in Maximizer the year field also associated with Thanksgiving Cards so you can see the history as a recipient of these cards.

ENJOY THE MONTH OF AUGUST :)

